Get Your Research Right:
An AmeriSpeak Breakfast Event

September 18, 2018
Washington, DC

Today's Speakers
Ipek Bilgen, Sr. Methodologist
Trevor Tompson, Vice President

NORC Experts in Attendance

Ken Copeland, SVP, Statistics & Methodology
Dan Costanzo, Manager, AmeriSpeak Business Development
Mark Watts, Director, AmeriSpeak Client Services
Michael Yang, Senior Statistician
Eric Young, Senior External Affairs Manager

Enhanced sample representativeness with
**FACE TO FACE RECRUITMENT**

Industry-leading
RESPONSE RATE

AmeriSpeak

Full sample coverage via
NORC NATIONAL FRAME

Transparent sample
QUALITY MEASUREMENT

NORC
at the UNIVERSITY *of* CHICAGO
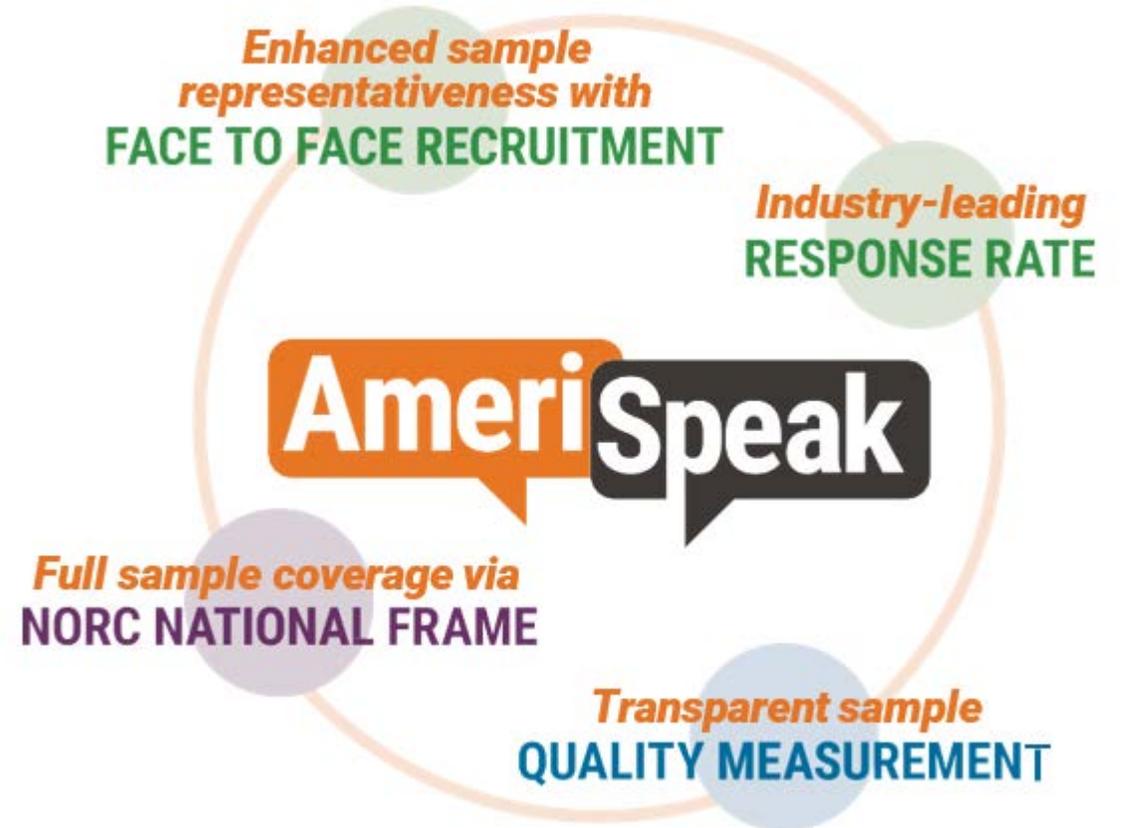
Where Does AmeriSpeak Fit in the Industry's Tool Kit?

Higher Costs→

←Lower Costs

In-Person (ABS)

Telephone (RDD)

Low Response Rate Probability-based web panels

NORC's AmeriSpeak Panel

Mall Intercepts

Opt-In Internet Panels & River Samples

← Lower Quality

Higher Quality→

NORC at the UNIVERSITY of CHICAGO
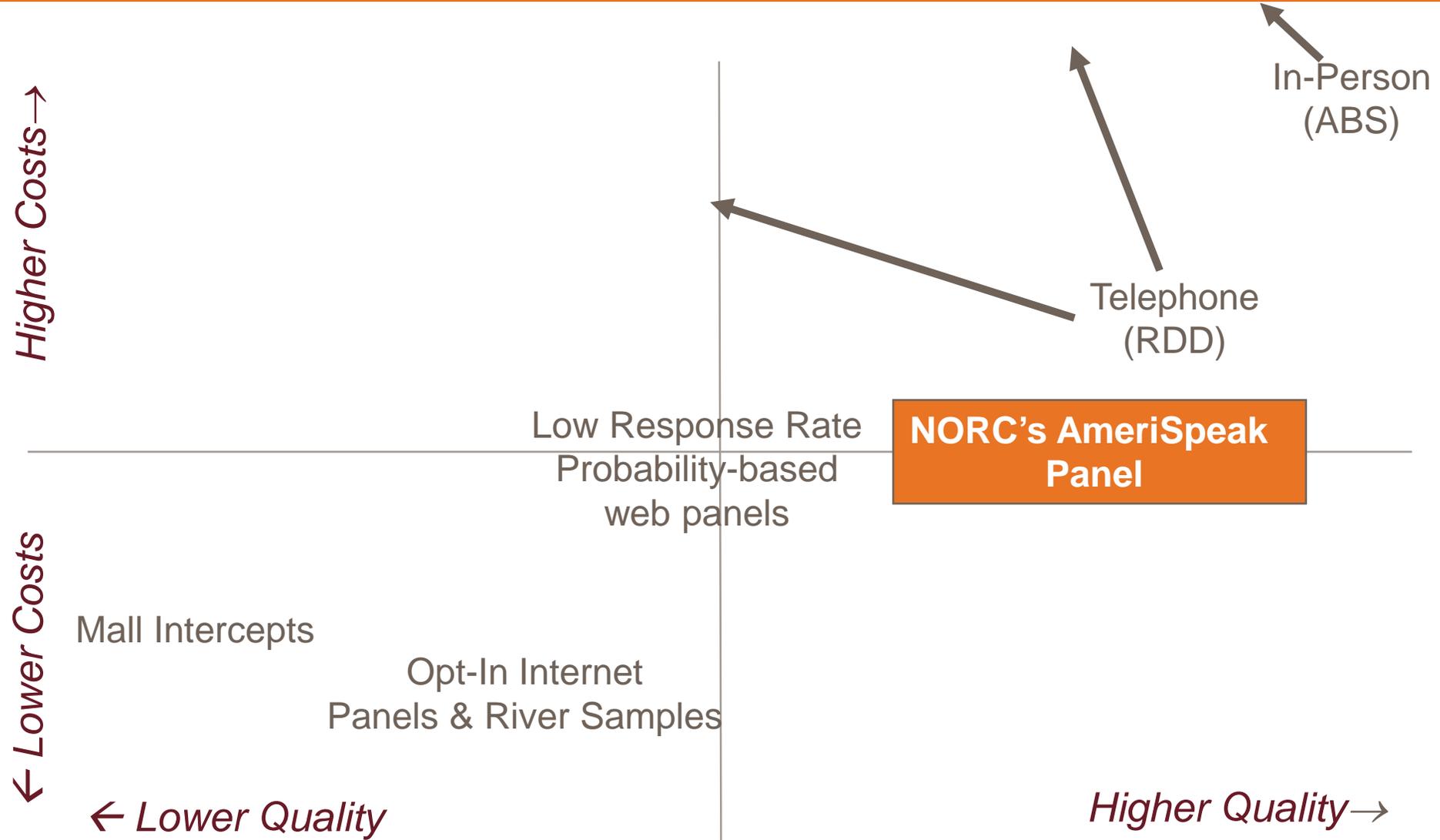
AmeriSpeak By the Numbers

Number of Participating Households → **30K**
(50 States + DC)

Client Surveys Completed → **250+**
(Since June 2015)

Panel Recruitment Response Rate → **34%**
(AAPOR RR3)

NORC
at the UNIVERSITY *of* CHICAGO

Are polls broken? Democrats' unforeseen wins pose urgent question

Polling underestimated the strengths of certain Democratic candidates in a number of primaries this year – inaccuracies that could affect the midterm elections in November

▲ Andrew Gillum's victory in the Democratic primary for Florida governor last month was enough to make pollsters look like liars. Photograph: Christopher Aluka Berry/Reuters

AEI

Karlyn Bowman

July 13, 2018 | *National Affairs*

The trouble with polling

Politics and Public Opinion, Polls

As political pundits and the general public prepare for the 2018 midterm elections this fall, it's a safe bet that pollsters will undergo fresh scrutiny. Questions are still being raised about their performance in the 2016 presidential election, and the results from some major 2017 contests did little to allay those concerns. Few polls, for example, predicted the size of Virginia governor Ralph Northam's nine-point victory last November. And in the special election last December for a U.S. Senate seat in Alabama, the

"The 2016 presidential election was a jarring event for polling in the United States. Pre-election polls fueled high-profile predictions that Hillary Clinton's likelihood of winning the presidency was about 90 percent …There was (and continues to be) widespread consensus that the polls failed." AAPOR Ad Hoc Committee on 2016 Election Polls in the U.S.

Pew Research Center

MAY 14, 2018

Can we still trust polls?

BY COURTNEY KENNEDY

CAN WE STILL TRUST POLLS?

This is one of an occasional series of posts on polling.

Donald Trump's victory in the 2016 U.S. presidential election, as well as the UK's decision to leave the European Union through "Brexit," rattled public confidence in polls. Since these two major world events occurred, we have been asked the same question when giving

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An Evaluation of 2016 Election Polls in the U.S.

Ad Hoc Committee on 2016 Election Polling

Courtney Kennedy, Pew Research Center
Mark Blumenthal, SurveyMonkey
Scott Clement, Washington Post
JoshUA d. Clinton, Vanderbilt University
Claire Durand, University of Montreal
Charles Franklin, Marquette University
Kyley McGeeney, Pew Research Center[1]
Lee Miringoff, Marist College
Kristen Olson, University of Nebraska-Lincoln
Doug Rivers, Stanford University, YouGov
Lydia Saad, Gallup
Evans Witt, Princeton Survey Research Associates
Chris Wlezien, University of Texas at Austin

The Committee was supported by the following researchers:
Junjie Chen, Andrew Engelhardt, Arnold Lau, Marc Trussler, Luis Patricio Pena Ibarra

2–STAGE RECRUITMENT

Mail/Phone Contacting → Face-to-Face (F2F) Contacting

Based on Research by Bilgen, Ganesh & Dennis

"Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness"

"The Undercounted: Measuring the Impact of 'Nonresponse Follow-up' on Research Data"

Does Face-to-Face Recruitment Make a Difference in the Measurement of Attitudes and Opinions?

By Ipek Bilgen, NORC

**September 18, 2018
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ACADEMIC

University of Michigan "NASA Scientific Literacy Study"

Johns Hopkins University "Public Support for Gun Violence Prevention Policies Among Gun Owners and Non-Gun Owners"

GOVERNMENT

General Social Survey AmeriSpeak Study

Legal Services Corporation "'Justice Gap' Survey"

CONSUMER RESEARCH

AARP Retirement Study

All analyses are conducted with weighted data reflecting the probabilities of selection and post-stratification weighting

How interested are you in current news events?

Mail/Phone recruits tend to be more interested in current events

Fewer F2F recruits 'very interested' in news

Legend:
- Mail/Phone (orange)
- Face to face (outlined)

Categories:
- Very interested
- Moderately interested
- Not at all interested

X-axis: 0% — 20% — 40% — 60%
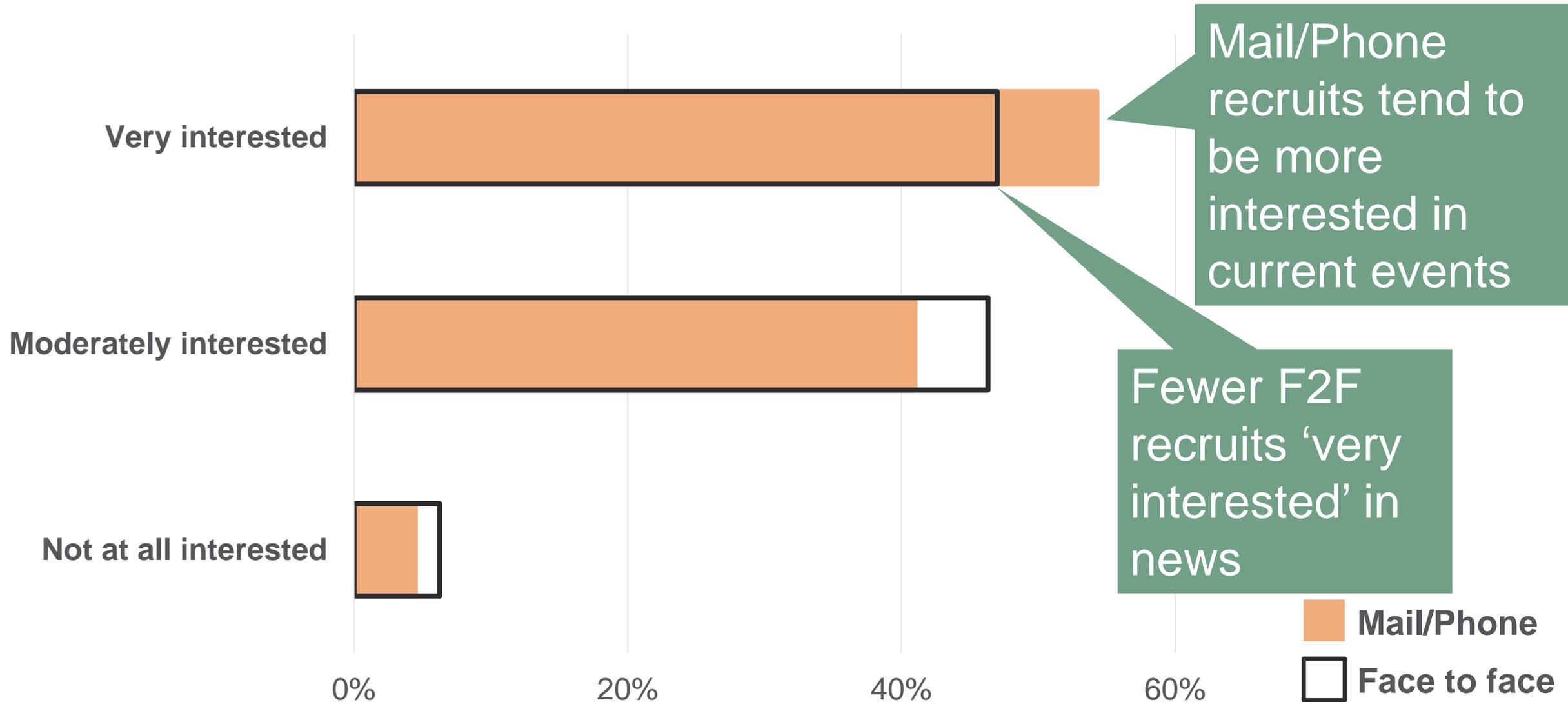
Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)   ** *p = 0.003*

Science and technology are making our lives healthier, easier, and more comfortable

Mail/Phone recruits tend to be more pro-science, compared to F2F recruits

Strongly agree

Agree

Disagree

Strongly disagree

0%   20%   40%   60%

■ Mail/Phone
□ Face to face
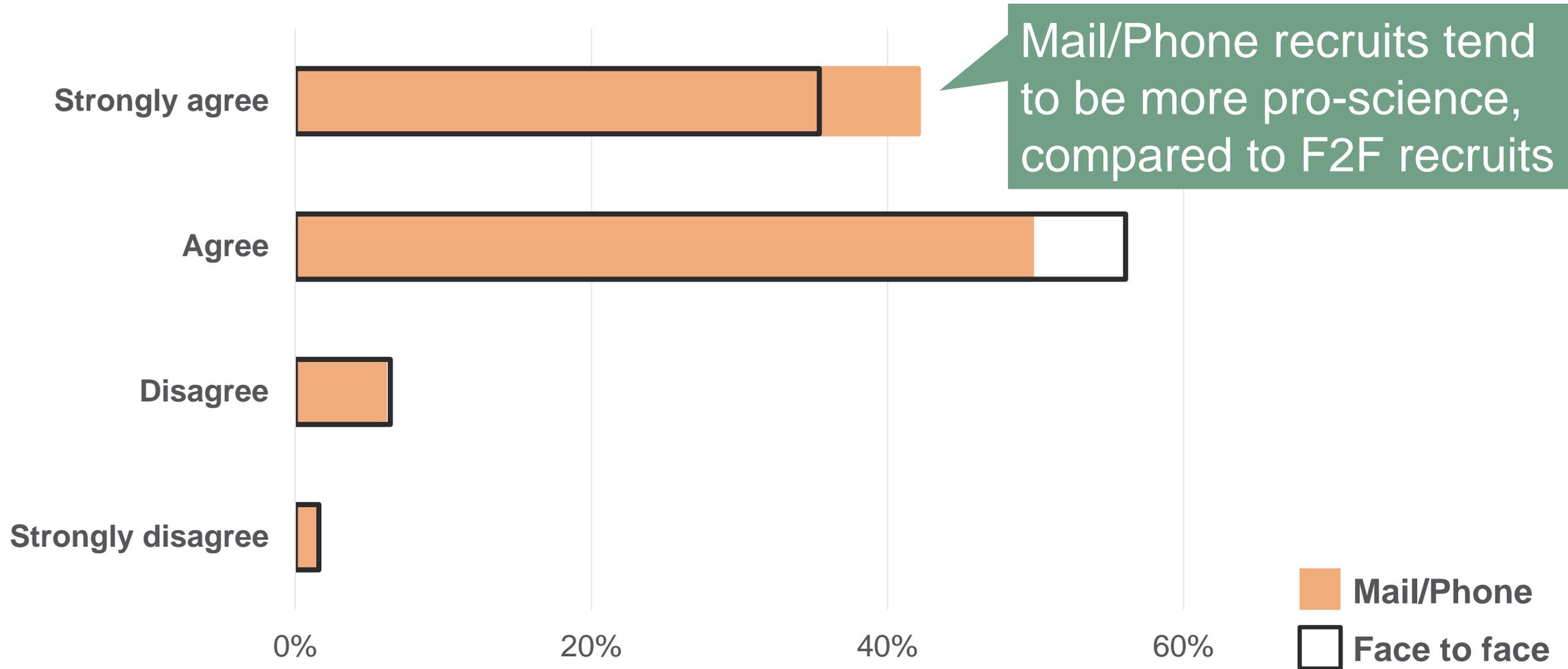
Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)

* p = 0.011

Favor or oppose the proposal: "Prohibiting a person convicted of drunk and disorderly conduct to carry a loaded gun in public"

F2F recruits more strongly opposed to gun violence prevention policy

F2F recruits provide middle-of-the road views

- Strongly oppose
- Somewhat oppose
- Neither favor nor oppose
- Somewhat favor
- Strongly favor
- Don't know/skip

0%   10%   20%   30%   40%

Mail/Phone
Face-to-face
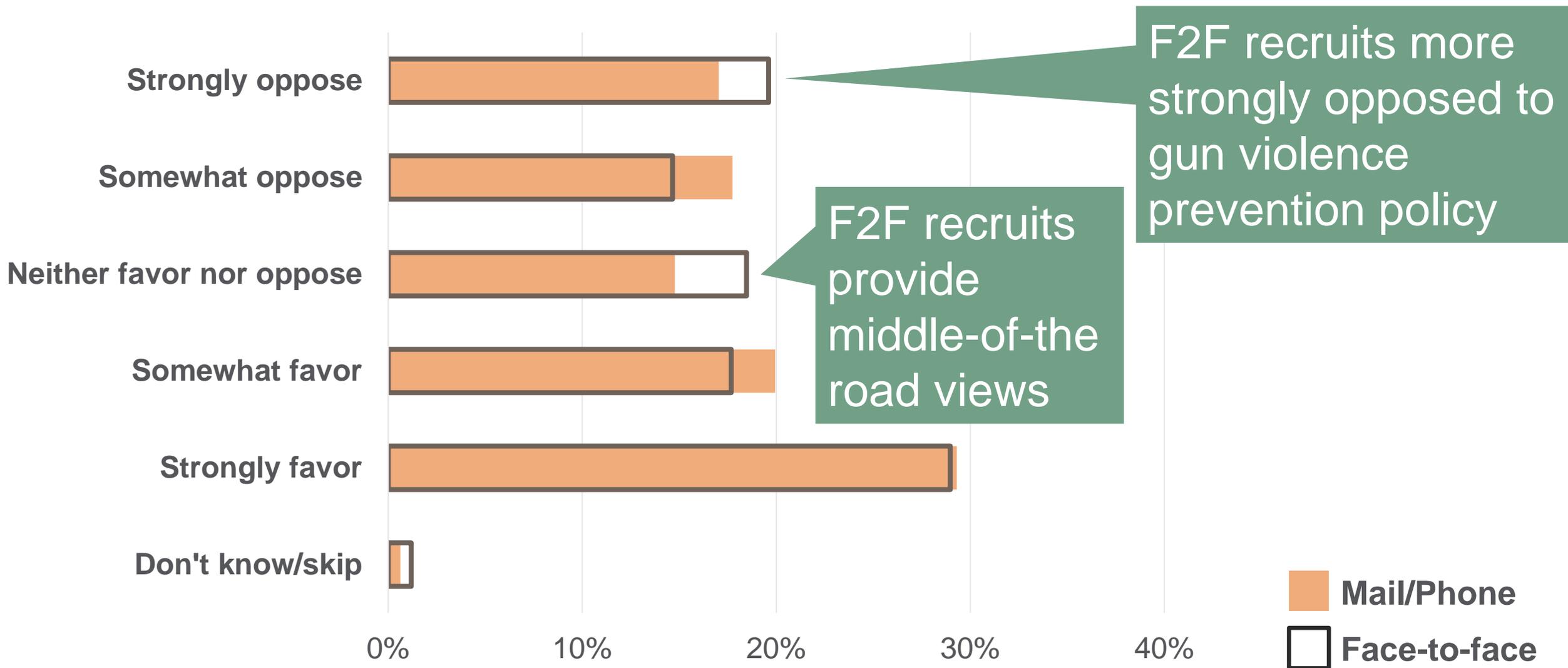
Source: Johns Hopkins Univ. Public Support for Gun Prevention Policies Study (Weighted)

* p = 0.049

To what extent do you think people like you are treated fairly in the civil legal system? [Asked of Low-Income Households]

Mail/Phone recruits more likely to perceive institutional unfairness

- Not at all & Rarely
- Some of the time
- Most of the time & All of the time
- Don't know

0% 10% 20% 30% 40%

Mail/Phone
Face to face
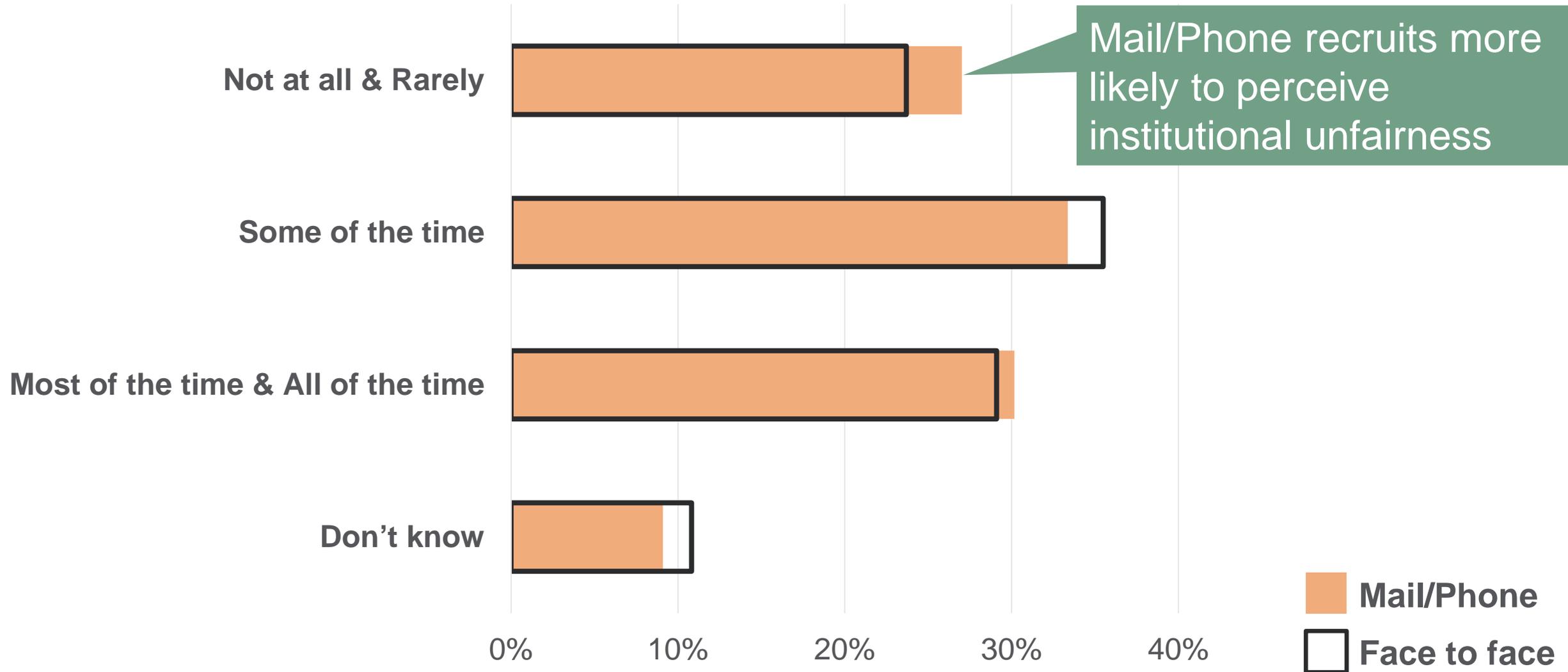
Source: Legal Services Corporation "'Justice Gap' Study" (Weighted)

*** p < 0.0001

Do you consider yourself to be . . .

Mail/Phone recruits more likely identify as Democrats

F2F recruits more likely identify as Republicans & "Something else"

Democrat
Independent
Republican
Something else
Don't know/skip

0%   10%   20%   30%   40%

Mail/Phone
Face to face
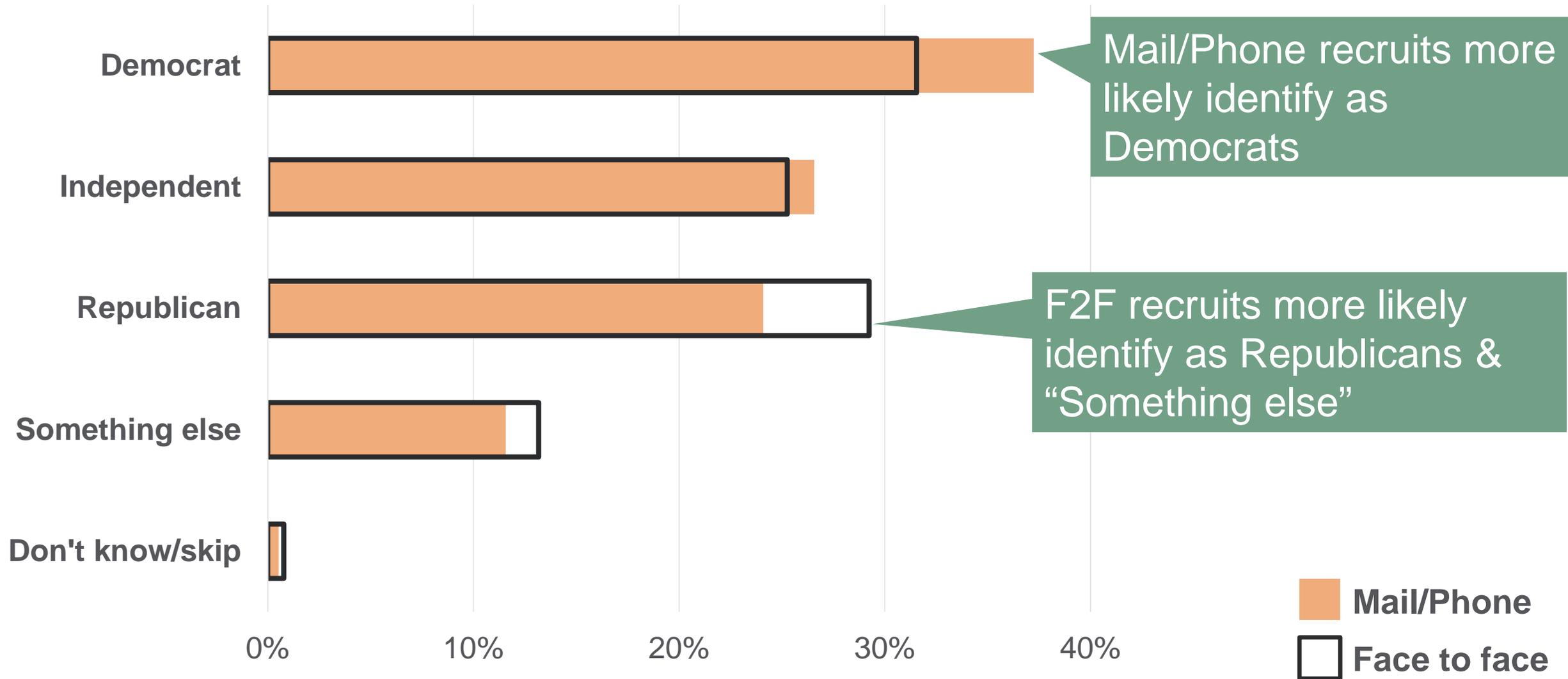
Source: AARP Retirement Survey (Weighted), Working adults age 18-64 in private sector

*** *p < 0.0001*

15

When it comes to politics, do you usually think of yourself as…

Mail/Phone recruits more likely report a political ideology, whether Liberal or Conservative

F2F Recruits – "Haven't thought much about it"

Chart categories (top to bottom):
- Extremely Liberal
- Liberal
- Slightly Liberal
- Moderate
- Slightly Conservative
- Conservative
- Extremely Conservative
- Haven't thought much about it

X-axis: 0%, 10%, 20%, 30%

Legend:
- Mail/Phone
- Face to face
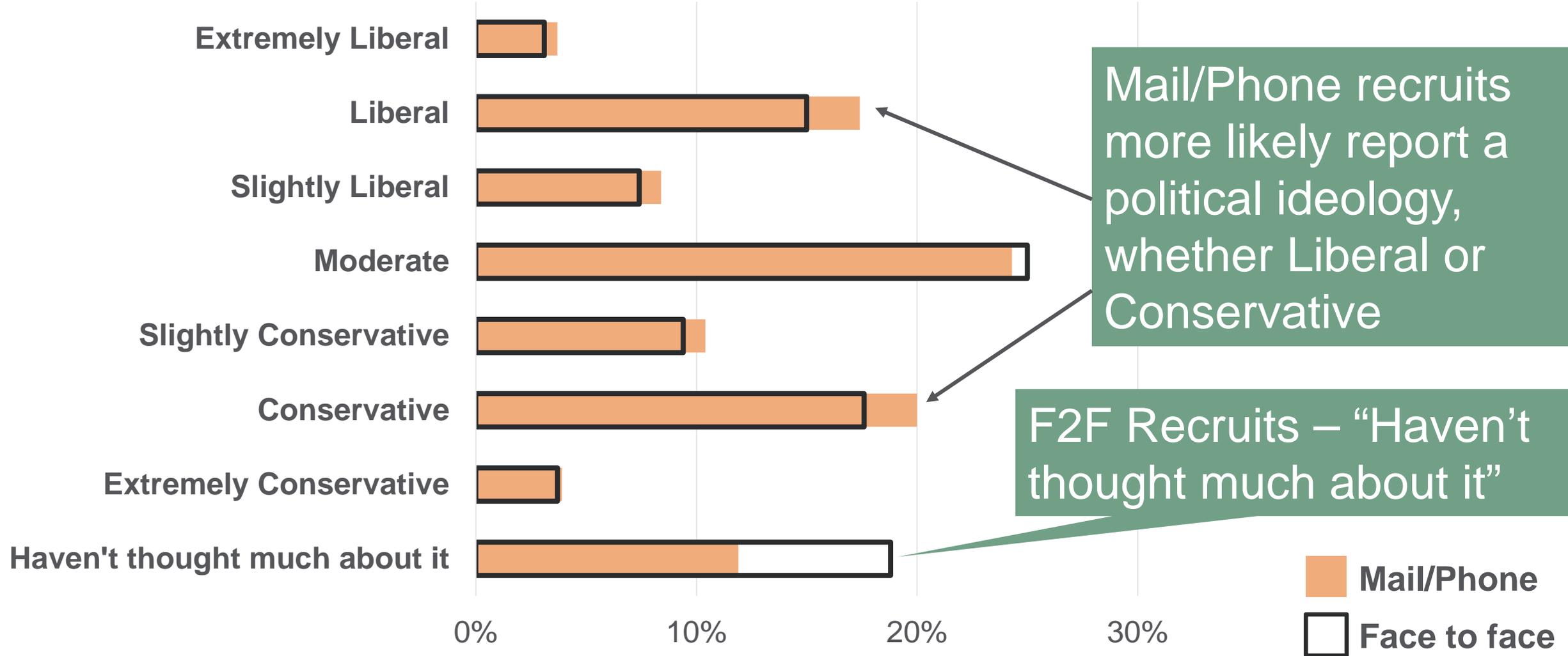
*** $p < 0.0001$

Source: AmeriSpeak Panel Recruitment Survey (Weighted)

National Spending Priorities: % Reporting the Country Spends "Too Little"

Mail/Phone   **Face to Face**

70%

Improving and protecting the nation's health
Social security
60%
Highways and bridges
Improving and protecting the environment
Solving the problems of the big cities
50%

Improving the conditions of blacks
Mass transportation
40%
Supporting scientific research

30%
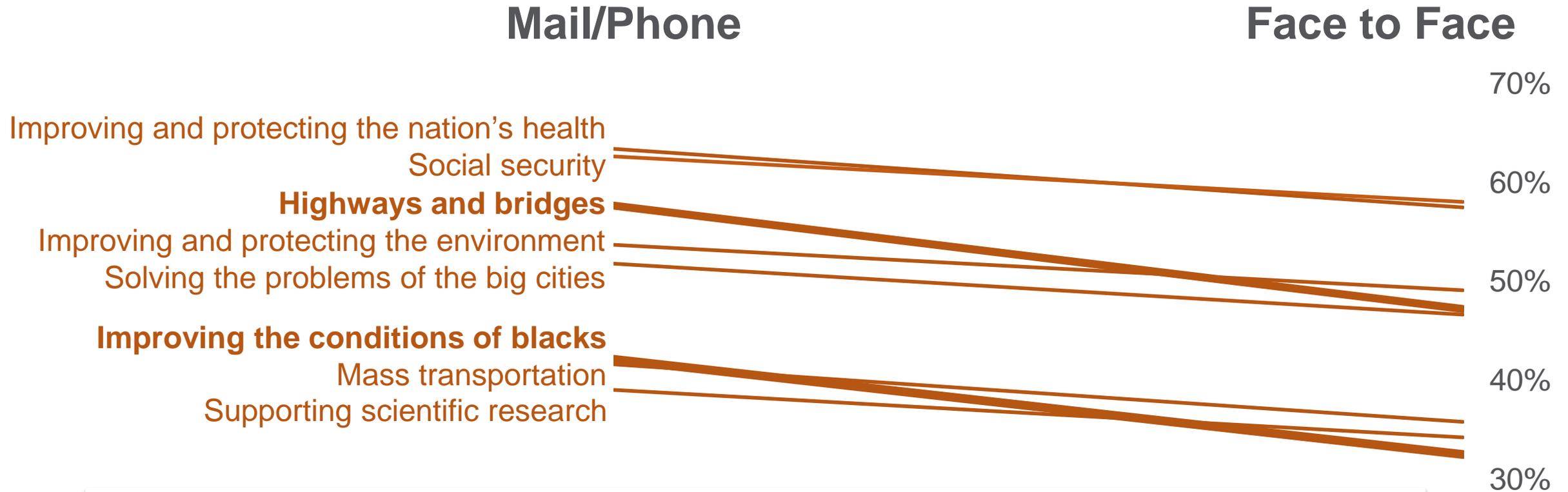
F2F Recruits Trend Towards Conservative Positions on Government Spending

20%

Mail/Phone % - F2F % > 4pp

10%

Source: AmeriSpeak Panel 2016 General Social Survey (Weighted)

0%

Mail/Phone panelists – recruited with less effort – more prone to being very interested in news, pro-science, and liberal policy positions

F2F panelists – recruited after greater effort – less prone to being very interested in the news and more likely to report conservative policy positions

BEYOND EXIT POLLS

AP VoteCast: Achieving the Accuracy of Probability Sampling with the Scale of Online Polling

Why a need for AP VoteCast?

- Increasing dissatisfaction with the accuracy of the national media exit poll

- Clear need to overhaul the methodology to make it better suited to the demographics of the modern U.S. electorate

- Need to adapt to changes in the way people vote and in the way people respond to surveys

Leveraging Accuracy of Probability Sampling and the Scale of Non-Probability Sample

- Combines probability-based telephone surveys of registered voters with non-probability interviews of registered voters from online panels

- Will use a CALIBRATION approach to adjust the online interviews to benchmarks drawn from the probability samples

- Will use a SMALL AREA ESTIMATION approach to make adjustments to the results at a fine geographic level, removing a key source of bias in exit polls and many election surveys

- For November 2018 we will conduct about 120,000 interviews, including 85,000 with likely voters
  - About 28,000 probability based interviews and 95,000 non-probability interviews

Testing the new methodology

POSTED IN **INDUSTRY INSIGHTS**

Beyond exit polls: A new way to survey voters

May 15, 2018, by **Lauren Easton**

In its search for new ways to survey a changing electorate, AP continued its experiments aimed at evolving the traditional, in-person exit poll in 2017, testing a new approach aimed at reaching both those who vote in person on Election Day and the increasing number of voters who cast ballots early — roughly 40 percent in 2016.

David Pace, former news editor for race calls and special projects who consults with AP, explained the new methodology developed with NORC at the University of Chicago:

> Instead of stationing in-person interviewers outside of polling places, NORC conducted telephone interviews for AP and Fox News with a random sample of registered voters in New Jersey and Virginia in the Nov. 7 general election and in Alabama for the U.S. Senate special election on Dec. 12. In each state, NORC also interviewed a much larger non-probability sample via the internet, and used sophisticated statistical techniques to combine the two surveys. All interviews — about 4,000 in each state — were

End result of more than a decade of experimentation and exploration

AP and NORC, in collaboration with Fox News Network, completed very successful full scale tests of the methodology in the 2017 statewide elections in New Jersey, Virginia and in Alabama

Extensions of AP VoteCast Methodology

- AP VoteCast is designed to be a more accurate, more sustainable methodology that AP and NORC are committed to evolve and improve over time

- Election surveys allow us to observe the accuracy of our methods and thus make improvements that we can apply to other domains

- Opportunity to take the calibration and small area estimation methodologies and apply it to other domains
  - State and local level estimates
  - Small or rare groups

Discussion and Questions

AmeriSpeak.norc.org

Thank You!

insight for informed decisions™

Client Need for U.S. Probability-Based Information Collections	AmeriSpeak Solution
Surveys with incidence 10%+ and n=1000+ interviews	**AmeriSpeak Custom Surveys** Using the AmeriSpeak Panel
Surveys with incidence less than 10% and n=1,000+ interviews or local area studies	**AmeriSpeak Calibration** Using AmeriSpeak & non-probability opt-in sample with a calibrating statistical weight
Short questionnaire, fast turnaround, low budget, general population survey	**AmeriSpeak Omnibus** Monthly multi-client survey vehicle
Surveys with oversamples of Hispanic, African American, and Asian young adults age 18-30	**Young Adults** Using an oversample from the AmeriSpeak Panel
Surveys with teens age 13-17	**AmeriSpeak Teen** Using the AmeriSpeak Panel
Surveys with Hispanic ethnic population, including Spanish-language dominant households	**AmeriSpeak Latino** Using an oversample from the AmeriSpeak Panel

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